I CLAIM:

1.   A method of enabling a display of an electronic document with a portion being automatically updated while being displayed, the method comprising:

causing a display of a first content information in the portion; and,

enabling an individual to request a display of a second previously displayed content information in lieu of the first content information.

2.   The method of Claim 1, wherein the first and second content information comprise advertisements.

3.   The method of Claim 1, wherein the document comprises a selectable graphical user interface element that, upon selection, triggers a request for the display of the second content information.

4.   The method of Claim 1, further comprising:

causing the temporary display of the second content information in the portion.

5.   An apparatus for enabling the display of an electronic document with a portion of the document being automatically updated while being displayed:

storage means for storing at least a first and a second content information; and,

controlling means for causing a display of the second content information in the portion, for, thereafter, causing a display of the first content information in the portion, and, for, upon request, causing a display of the second content information in lieu of the first content information.

6.   The display apparatus of Claim 5, wherein the apparatus comprises a set top box.

7.   An electronic document comprising:

a portion being automatically updated while displayed, the portion displaying a first content information and the portion being configured to display a second previously

displayed content information in lieu of the first content information in response to a control command.

8.   The electronic document of Claim 7, further comprising:

a selectable user interface element that, upon selection, triggers the control command.

9.   The electronic document of Claim 7, wherein the control command is received from a separate control device.

10.   The electronic document of Claim 7, wherein the first and second content information comprise advertisements.

11.   The electronic document of Claim 7, wherein the first and second content information are selected by the individual.

12.   The electronic document of Claim 7, wherein the document comprises an electronic program guide.

13.   The electronic document of Claim 7, wherein the document comprises a Web page and the portion is a Web frame.

14.   A computer readable storage medium for storing instructions for carrying out a method of displaying a document with a portion of the document being automatically updated while being displayed, the method comprising:

causing a display of a first content information in the portion; and,

enabling an individual to request a display of a previously displayed second content information in lieu of the first content information.

15.   A method of enabling to display an electronic document with a portion whose content is automatically changed while the document is being displayed, the method comprising enabling an end-user to override the automatic change.

5   16.   The method of Claim 15, wherein the enabling to override comprises enabling to cause the portion to display the content displayed on a previous occasion.

17.   A portion for embedding in an electronic document, the portion displaying content that is automatically changed while the document is being displayed, the portion

10   comprising means to enable an end-user to override the automatic change.

18.   A control software for use in a portion for embedding in an electronic document, the portion displaying content that is automatically changed while the document is being displayed, the portion comprising means to enable an end-user to override the automatic

15   change.